



# AN EFFECTIVE DIGITAL SOLUTION CREATED FOR OPTICIANS

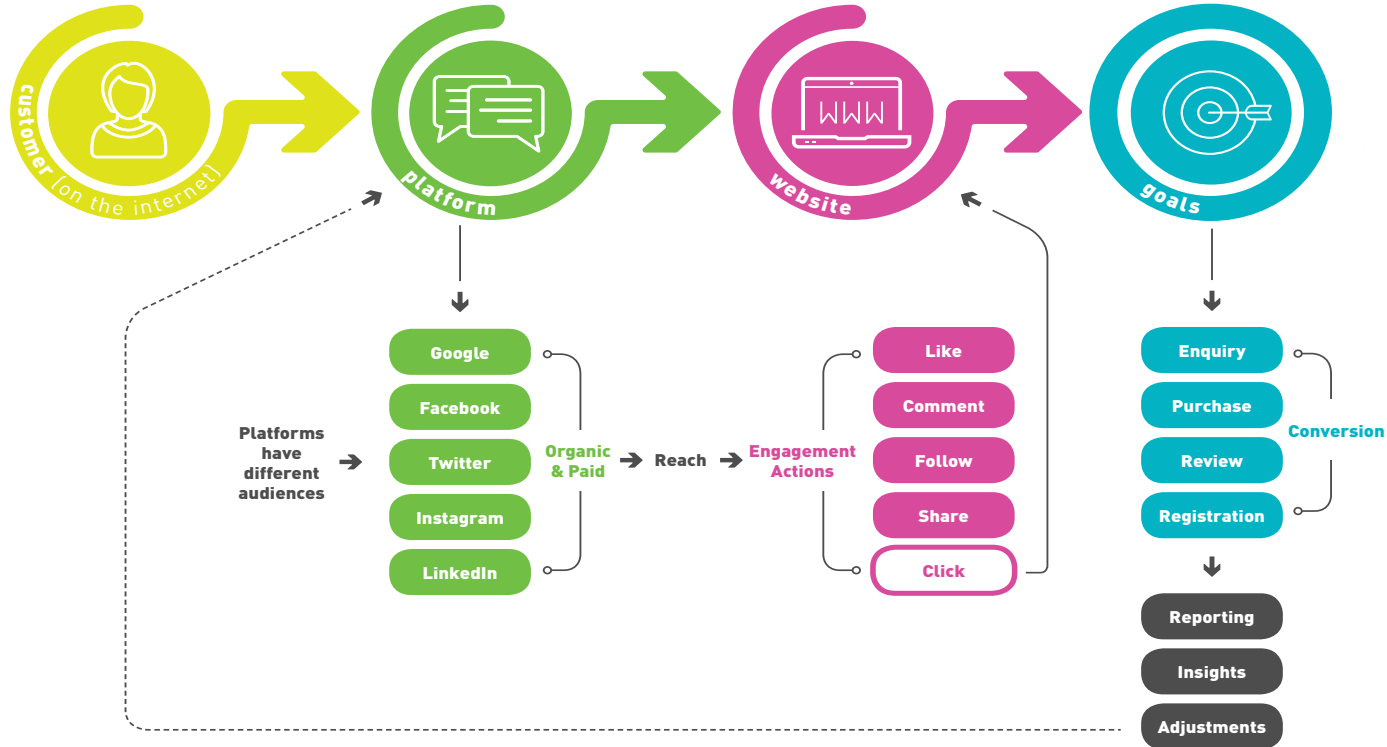
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SANS FRONTIERE MARKETING PROPOSAL:  
Digital Business Builder

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# WHAT IS A DIGITAL STRATEGY?

Creating assets and content to **reach** potential customers, **engage** with them and **convert** them - with the end goal of producing more business



## OUR EXPERIENCE IN OPTICS

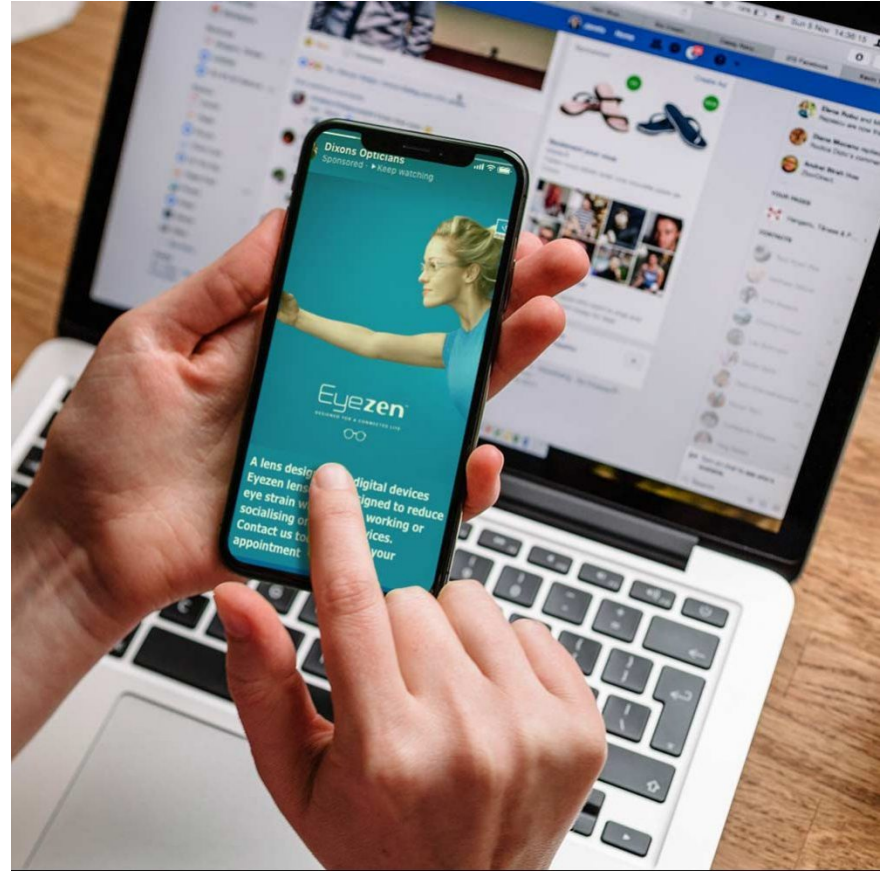
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**Sans Frontiere Marketing helps 100s of UK opticians reach new local customers through a partnership with worldwide lens manufacturer, Essilor**

Sans Frontiere has worked on campaigns for over 80 independent opticians. These campaigns typically run for a duration of one to 3 months within a location of 3, 5 or 8km radius of each practice.

### The Results

To date we have generated over 7 million views on content and have reached over 1.5 million highly people interested in wearing glasses. Our campaigns regularly deliver an 11% CTR (click through rate), significantly higher than the benchmark for this industry of 1.01%




# YOUR OPTICIANS BUSINESS NEEDS A DIGITAL STRATEGY TO ENGAGE WITH CUSTOMERS

A well-designed digital strategy will reach your new and existing customers across the internet, engage them and convert as many of them as possible into customers and sales.

“ **3 out of 4 consumers will consult social media before buying** ”


(Source: Digital Marketing Magazine)

A digital marketing strategy should comprise both assets like your Website and Brand and actions like your Facebook Advertising, working together to produce the best results for your business.

Ad name	Results	Reach	Impressions
 SS18 Collection - 1	10,476 Post Engag...	22,048	32,905
 New collection - 4	3,286 Post Engag...	8,174	10,842
 Ready for summer - 3 - Copy	18,876 Post Engag...	40,004	60,647
▶ Results from 3 ads	32,638 Post Engag...	54,601 People	104,394 Total

**Cutler and Gross**  
Sponsored · vt

Get ready for summer in Knightsbridge with Cutler and Gross.  
Custom-designed and handmade in Italy, Cutler and Gross have been eyewear pioneers since 1969.



LEARN MORE

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# SF OUR SOLUTIONS

Sans Frontiere Marketing create effective, well managed digital marketing solutions.

These key components of your strategy will be created for you by experienced team members within our established agency. You will have a dedicated Account Manager & Web Developer and access to other agency services, should you need them.

## Additional Services:

- **Copywriting**
- **Photography and video production**
- **PR & media**
- **Branding & design**

From your website design to your Facebook advertising campaigns Sans Frontiere Marketing can design the perfect digital strategy for your business:



### WEBSITE

- Our website builder package is designed to cover all bases
- We can help with your bespoke requirements
- We offer copywriting and other related services



### PAID SOCIAL

- We work with you to design a campaign that matches your goals
- We provide easy to understand reports when your campaign finishes



### ORGANIC SOCIAL

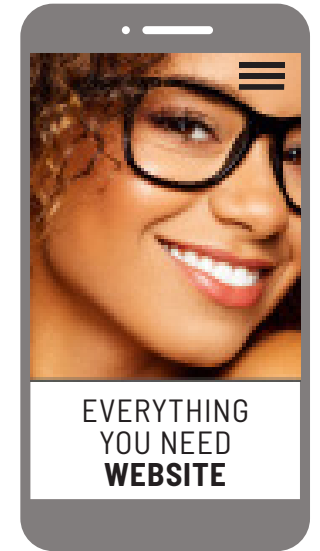
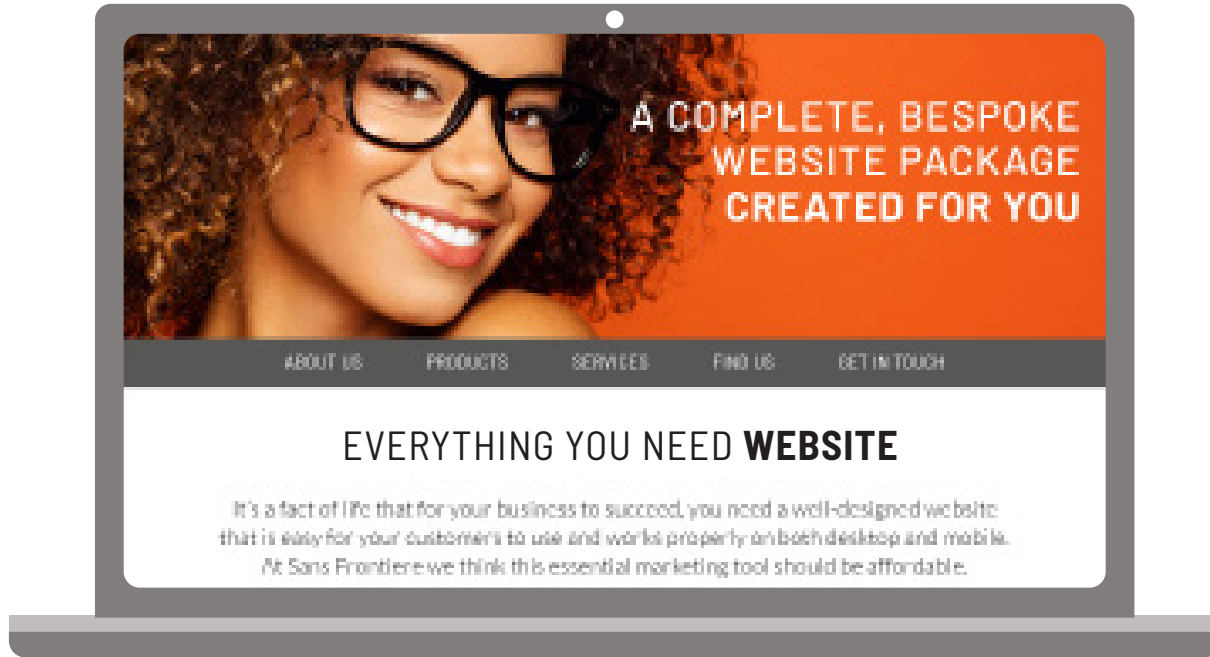
- Your social media asset managed for you
- Office hours & responses to your customers
- Regular content posting to drive your engagement



### SEO

- We will carry out a full SEO audit of your website and provide a report
- We will edit your key pages for SEO optimisation
- We can create new SEO content for your website and social platforms

## THE WEBSITE:



# EXAMPLE WEBSITE MAP:



ABOUT US



PRODUCTS OVERVIEW



SERVICES



APPOINTMENTS

Enquiries saved and emailed to you.  
Confirmation sent to customer



HOME



FIND US



MAP



GET IN TOUCH



FORM

GDPR compliant

# WEBSITE FEATURES:

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## BESPOKE DESIGN

Choose from four bespoke designs. These designs are original, attractive and modern and provide visitors with the easy user journey they need to become – and remain – your customer.

## A DEDICATED ACCOUNT MANAGER

Personal contact whenever you need it with a dedicated account manager who knows you, your business and your website. You'll never be left waiting days for someone to respond to your request.

## MANAGED DEDICATED SERVER HOSTING

We offer very high standard managed hosting using dedicated cloud servers. This means we have complete control of the server and your site won't be sharing resources with hundreds of others.

## DOMAIN & EMAIL

If you already have a website you can keep your domain but if not we can purchase a domain of your choice on your behalf; we will manage your domain and can provide a mailbox.

## EVERYTHING YOU NEED **PACKAGE** INCLUDES:



CHOICE OF DESIGN



A DEDICATED ACCOUNT  
MANAGER



MANAGED DEDICATED  
SERVER HOSTING



DOMAIN & EMAIL



PRODUCTS BUILT-IN



CMS BUILT-IN



WEBSITE FIREWALL  
BUILT-IN



SEARCH ENGINE  
OPTIMISATION



ANALYTICS, REPORTS  
& INSIGHT



CONTACT FORM



GOOGLE MAP



APPOINTMENTS  
& ENQUIRIES



# WEBSITE FEATURES:

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## PRODUCTS BUILT-IN

Included in your website, product pages will be showcasing all the great products that help to support your business and provide your customers with useful insight.

## CMS BUILT-IN

An easy to use CMS (Content Management System) allows you to update images and text yourself, but don't worry if you're not confident about making changes, your dedicated account manager can do that for you.

## WEBSITE FIREWALL BUILT-IN

An application firewall will ensure your website is secure and not at risk of being compromised by destructive forces. Standard security measures include failed username & password lockout, enforced strong password policy and the use of proper security keys.

## SEARCH ENGINE OPTIMISATION

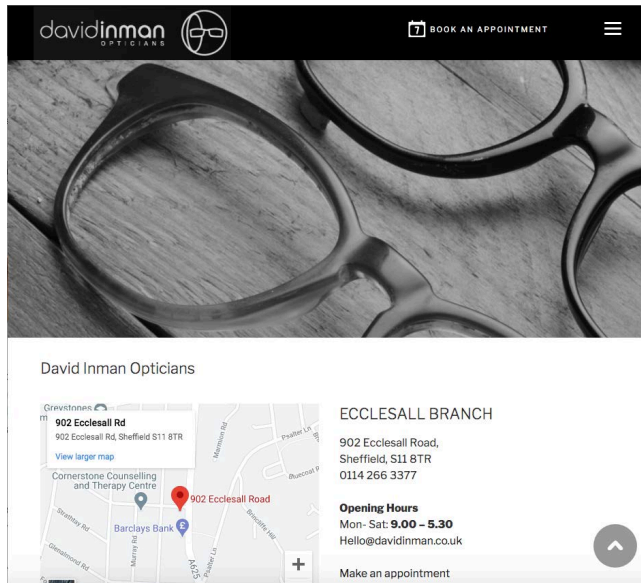
The largest source of traffic to your website is organic search so it's vital that your site contains the right key words – great design isn't much good if your customers can't find you online. Your website will be built with these key words included so you'll be off to a flying start.

## ANALYTICS, REPORTS & INSIGHT

You will receive a quarterly report showing how many people are visiting your website, how long they stay and which pages are the most popular. This insight will tell you what's working best for you and how you can build on your successes.

## GOOGLE MAP & CONTACT FORM

Your customers will be able to find you easily with a Google map displaying your precise location and send you a message via a GDPR compliant contact form.



## APPOINTMENTS ENQUIRY FORM

An enquiry form linked to a calendar view allows your customers to make an enquiry about appointment availability. Or if you have your own appointment booking system in place we can integrate this into your new website.

## DIGITAL PRO ADD ONS:

### PPC CAMPAIGN

Drive traffic to your website with a digital marketing campaign using social media platforms or search engines. This is a great way of putting a special offer in front of current and potential new customers. We will set up the campaign, create a dedicated landing page for your website and provide full analysis of the results.

### ECOMMERCE

Add a shop to your website with an ecommerce add-on using the payment gateway of your choice. For your contact lens customers an online shop makes it easy for them buy from you instead of going to another online supplier.

### COPYWRITING

Your website should be mainly visual and not overloaded with text but what text you do have should be succinctly written, relevant, engaging and without typos or grammatical errors. We can either edit your current text or we can write new text for you. You're always in control so nothing will be used without your approval.

Agency Pro Ad Ons costed seperately

## OUR AGENCY PRO ADD-ONS

We can help you to build a website that perfectly suits all your business needs and offer these extras at fixed, transparent prices.



### PPC CAMPAIGN

Digital marketing campaigns that integrate with your website.



### ECOMMERCE

Sell your spectacles and contact lenses online.



### COPYWRITING

Not great with words? We can write engaging copy for you.



### GOAL TRACKING & ADVANCED INSIGHTS

Add in-depth customer behaviour analytics.



### PROFESSIONAL PHOTOGRAPHY

Personalise your photography with an on-site photoshoot.



### 24/7 SECURITY MONITORING

Advanced security measures for complete peace of mind.



### VIDEO PRODUCTION

Introduce your team and your services with an on-site video.

# DIGITAL PRO ADD ONS:

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## GOAL TRACKING & ADVANCED INSIGHTS

Advanced tracking allows you to assess user behaviour on your website to highlight key performing areas. It also allows you to set up specific goals for your digital campaigns and track these objectives all the way through to conversions, which enables you accurately measure return on investment.

## PROFESSIONAL PHOTOGRAPHY

The service you provide to your customers is personal so knowing who will be looking after them when they come to see you is important. A professional photo shoot at your practice will help to add a friendly face to your website and encourage new customers to make contact. We can arrange this for you with one of our professional network of photographers.

## 24/7 SECURITY MONITORING

To help protect against hacking and malicious code and to keep your website fully up to date you can choose our advanced level security package. This includes daily monitoring for any suspicious activity, daily back-ups, core and plug-in upgrades and disaster recovery. With this 24/7 service you can be confident your website is being looked after.

## VIDEO PRODUCTION

Video has become hugely popular with consumers and is now a key marketing tool for any business. Making a short video for your website and to share on social media is much easier and more affordable than you might think. Working with our trusted professional partners, we can project manage this activity for you.



## WEBSITE PRICING:

The package provides an open and transparent pricing system, with no hidden costs.\*

Description	Price
TOTAL COST OF YOUR WEBSITE	£2,500
£500 OFF WITH DISCOUNT CODE	- <b>£500</b>
COST FOR YOUR NEW WEBSITE	£2000
VAT	£400
TOTAL COST FOR YOUR NEW WEBSITE	£2,400

The total cost of your website includes first years hosting, updates and support. Clients are free to use their CMS for DIY changes. Payment plans are available to spread the cost over three months.

\* Subject to a fair use policy



# FACEBOOK & CAMPAIGN LANDING PAGE PRICING:

## FACEBOOK & LANDING PAGES

### FACEBOOK PAID FOR PACKAGES:

All packages include:

- Ad Groups/Target Groups
- Advert Copy Writing
- Creative/Editing

Length of Campaign	Paid Facebook Media Spend	Set Up	Total Package Value
4 Weeks	£260	£240	£500
8 Weeks	£520	£480	£1,000
12 Weeks	£780	£720	£1,500

### LANDING PAGES:

Description	Cost
Per Campaign	From £160

All prices are exclusive of VAT

